

PRESS RELEASE - 1 September, 2014

EU Rules to Reduce Power but Increase Performance of Vacuum Cleaners. *New Rules from 1.09.2014.*

INFORSE-Europe welcome the introduction of the new EU rules on vacuum cleaners, as good news for consumers, the environment and producers of efficient vacuum cleaners.

The new rules mean paradigm change: The more Watt-power does not mean better vacuum cleaning any more. *The EU consumers are set to save money and energy already from 1 September 2014. From 2017, additional rules makes more improvements.*

Under the new rules, the **worst performing products will be banned** from the European market. The rules were developed in response to that high-wattage vacuum cleaners were put on the market by certain producers that will leave consumers with higher energy bills without any benefit to the performance of their vacuum cleaner. **The power limits of 1600 Watt from today and 900 Watt from September 2017** will guarantee that vacuum cleaners will be modest in power consumption, while tests have shown that high-quality vacuum cleaners with motor powers below these limits are fully capable of doing the cleaning required by households. In general these high-quality vacuum cleaners are at least as good for dust removal as the low-efficiency, high-power models that are abundant in many EU countries today.

Additional benefits of the new requirements are that consumers can rely on vacuum cleaners **picking up the dust efficiently without being too noisy and without re-emitting particles into the air again.** The coming rules entering into force from 2017 will further prevent the early failures of motor and hose.

With over 54 million units sold in Europe every year, the new EU rules will cut household energy bills by some 3 billion Euros per year in 2020, which means households will save an average of 14 Euros per year. The energy savings will amount to 19 TeraWatt hours by then; improvements to vacuum cleaners alone will offset the need for 5 large gas-fired power stations in Europe, and represent the equivalent CO2 savings of taking 3.8 million cars off our roads.

The Ecodesign requirements come along with a new **mandatory EU energy label** for vacuum cleaners to enable consumers to make easy comparisons between different models. On the energy label, you can see energy use, noise level, cleaning performance on carpets and tiles, and dust re-emission.

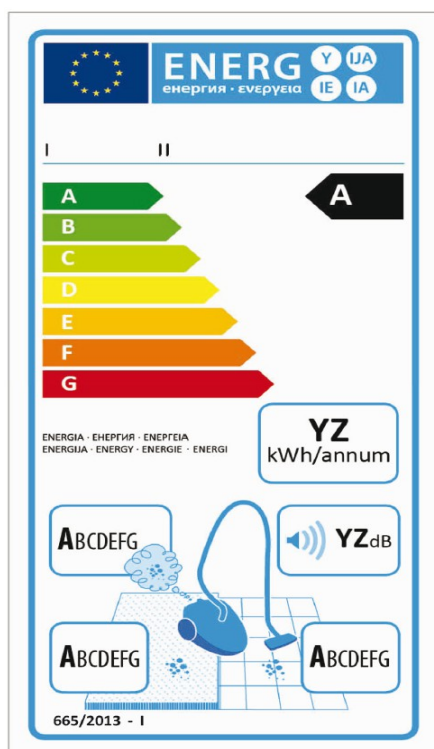


Illustration: An energy label for general vacuum cleaners. Shops will need to show this label for all new models from 1 September 2014.

INFORSE-Europe – International Network for Sustainable Energy - is an NGO network of more than 80 NGOs from 35 European countries.

INFORSE-Europe is partner of the **Coolproducts Campaign Coalition.**

Coolproducts is a coalition of European NGOs working to ensure that ecodesign and energy labelling truly work for Europeans and the environment. The coalition is led by the European Environmental Bureau and ECOS in Brussels. Other coalition partners on European level are INFORSE-Europe, FOE-Europe, CAN-Europe, and Client Earth. The campaign is led at EU Member State level by national product specialists.

More on INFORSE-Europe website: www.inforse.org/europe/eu_ecodesign.htm
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More on Coolproducts website: www.coolproducts.eu/blog/vacuum-standards
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